

# Sector-Specific Targeting of Marketing, Sales and Products

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# Questions to Answer

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- How Do We Get Past The Nightmare on Green Power Street?
- Who Can Show Me The Money?
- Who Is Really Going to Buy?
  - Manufacturers
  - Retailers
  - Colleges & Universities
  - Hospitality

# About Think Energy

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- Think Energy, Inc. is a consulting firm committed to environmental excellence in the energy sector.
- We enable our clients to access the financial, environmental, public relations, and energy security benefits of renewable and distributed energy products and systems.
- Think Energy works primarily with large energy customers, helping them find the most economical strategies for using environmentally friendly sources of energy to run their businesses.
- Think Energy aids clients with strategy development, market intelligence, energy procurement and public relations, enabling them to increase their competitive advantages, reduce their energy risks, and help clean the air.

# The Nightmare on Green Power Street

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## Admit to Barriers and Have the Answers

- Enron +
- Deregulation becomes a four letter word +
- Stock market downturn +
- Large population of poorly performing green power offerings +
- Energy prices increase +
- Kyoto on sick leave +
- Everyone is scared of terrorism =
- Green electricity what? why? huh?

# “Show me the money...”

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- Financial statements
- Annual Reports
- Profit & Revenue Differ
- New Hires
- New Capital Investments
- “It’s the economy, stupid.” – James Carville

# Occupations with the largest job growth: 2002-20012

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• Medical Assistants	59%
• Home Health Aides	48%
• Computer Software Eng.	46%
• Personal Aids	40%
• Computer Syst. Anal.	39%
• Post Secondary Teachers	38%
• Security Guards	32%
• Management Analysts	30%
• Receptionists & Info. Clerks	29%
• Registered Nurses	27%
• Nursing Aides	25%

– *U.S. Department of Labor*

# Manufacturers

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*“If you are not solving a problem I have, then why are you wasting my time.”*

## Problems

- Energy prices going up
- Jobs going far and wide
- Cost of goods going up (screws up 46% - *Washington Post*)
- Pollution, but less pressure by local, state and federal government

## • Solutions

- Local jobs
- National Energy Security
- Price hedge
- Cleaner air

# Retail

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*“I take Him shopping with me. I say, OK, Jesus, help me find a bargain!” –  
Tammy Faye Baker*

- Problems
  - Heavy competition
  - Slim margins
  - Rising energy costs
  - Challenge of reaching customers
- Solutions
  - Tip competitive advantage
  - Touch customers
  - Support energy objectives – hedge and environment
  - PR



# Colleges & Universities

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*“You gotta give the people what they want! You gotta give the people what they need!” – Public Enemy*

- Problems
  - Students demanding green power use
  - Costs of service are getting higher
  - Competition for the best students
  - Challenge of reaching customers
- Solutions
  - Student involvement & payment
  - Capitalize on that credit profile
  - High visibility
  - Educational component

# Hospitality

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*"Only a box of custom Crayolas in 64 shades of pink could capture the dreamy drift of The Don...it is incorrigibly alive." – Small Historic Lodgings of Florida*

- Problems
  - Differentiation
  - Seasonal market
  - High energy costs
  - Challenge of reaching customers
- Solutions
  - Public relations campaign
  - Association
  - Products and services that are low cost
  - In room marketing

# Things not to say or do

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- Don't say
  - Stupid
  - Premium
  - Donation
- Don't do
  - Put a techie in a sales position
  - Make the environment your center piece
  - Let your prospect believe renewable energy is not competitive
  - Forget the role of fear in mobilizing a society

# Conclusions

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- Time to get past a shotgun approach
- Time to get past the first movers
- “Revolutions never go backwards” –  
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# Contact Information

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